#### Planning an Office for the **Next** Generation

**CoreNet Global Mid-Atlantic Chapter 2013** 



#### Introductions

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Marketing Director
Kramer Consulting Services, PC



#### **Is Everything Amazing?**





#### **Upside Down To Right Side Up**





## Objectives

- Identifying generational traits and characteristics
- Understanding the impact on culture, social, business and work environments that are to come
- Strategizing for the generation of workers coming into the work place today and the ones beyond them



## What Am ?



Child

Source: Wikipedia, Family of Five Generations

## Who Are WE?



- Four vs. Five Working Generations
- Currently, 30% Self-Employed & Rising
- · Most Educated, 28% with College Degrees (13% in 1990)
- By 2021, 40% Comprised of Millennials
- Retirement Age Pushback; Now 67 Years or Higher
- The 150 Year-Old Person



"GENERATIONS last the length of time of one phase of life—the same length of time as a turning. Like turnings, generations come in four different ARCHETYPES."



#### **The Pendulum Effect**







#### **Archetypes & Ages**

Source: William Strauss and Neil Howe Research











"Members of a **GENERATION** are linked through the shared life experiences of their formative years, creating bonds that tie them together into what we will call... COHORTS."



## **History Repeating**

PROPHETS	1701-1723			1724-1741
	1792-1821	NOMADS	1822-1842	
	1860-1882		1883-1900	
	1943-1960		ON	1961-1981
HEROES	1742-1766			1767-1791
		ARTISTS	1843-1859	
	1901-1924		1925-1942	
	1982-2003		2001-2025	
				-





#### **Major Events Before 9/11**

**Internet Boom** 

Man on Moon

Vietnam War

**JFK Assassination** 

Space Shuttle Challenger Loss

Woodstock

Korean War

**Berlin Wall Falls** 

Cold War Start First IBM PC

**World War II** 

9/11

Roaring 20s

**Great Depression** 

1925 1945 1965

1980

L995

Source: William Strauss and Neil Howe Research



#### **Major Events Post 9/11**

**Global Downturn** 

iPhone Introduced

**Indian Ocean Earthquake** 

Osama Bin Laden Killed

**Facebook Launches** 

**Obama Elected US President** 

Bali Bombing YouTube Launches

Iraq Invasion Haiti Earthquake

9/11 North Korea 1st Nuclear

**Mars Rover Landing** 

Japan Tsunami

**iPod Launches** 

MySpace Launches Twitter Launches

**Global Population 7 Billion** 

**Euro Introduced** 

**Hurricane Katrina** 

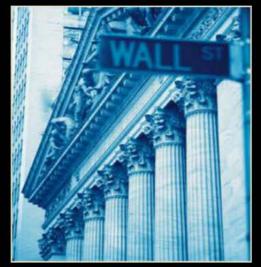
**Saddam Hussein Executed** 

2001 2004 2007 2010 2013

## **Present-Day Events**











### **Present-Day Hybrids**





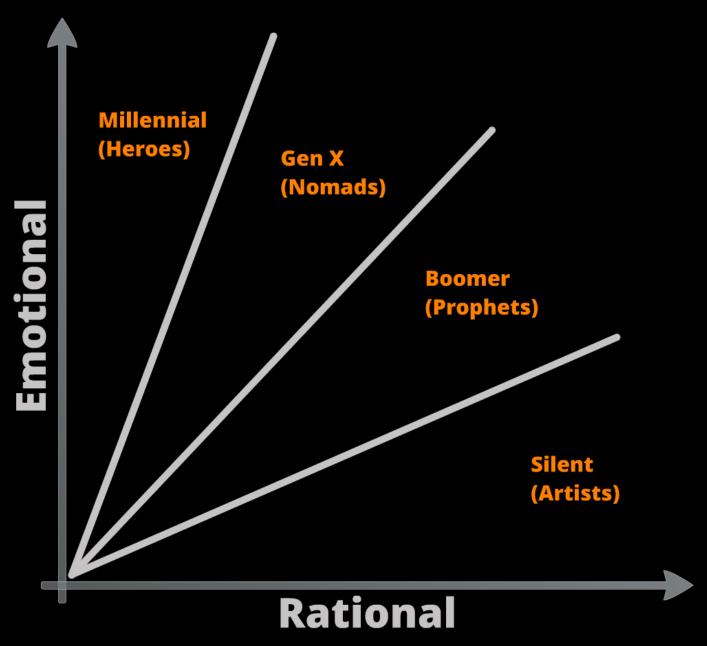
- Grandparents
- Sandwiching
- Overlapping / Sibling Sway
- Blended Families







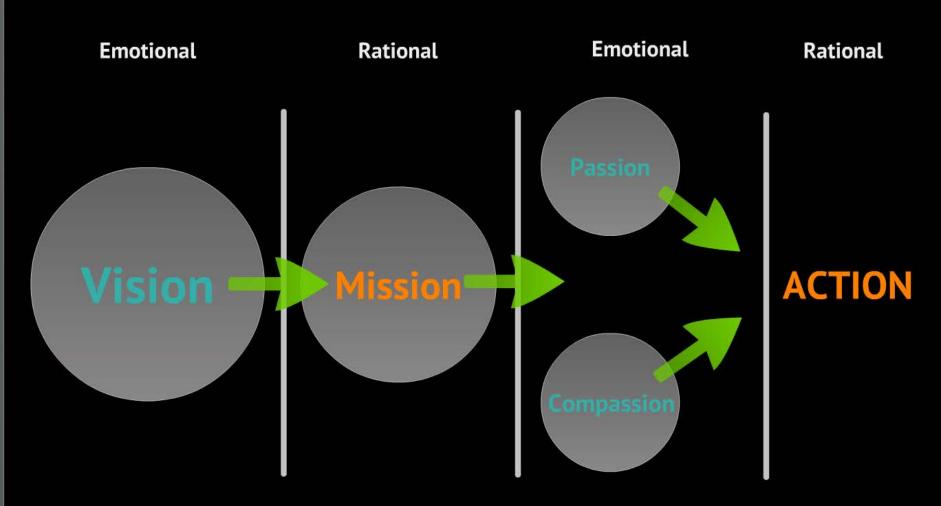
#### **Decision Baselines**





Source: McCrindle Research

## **Decision Triggers**



Source: McCrindle Research





## **Workplace Today**

SILENT The Artists	BOOMER The Prophets	GEN X The Nomads	MILLENNIAL The Heroes
1925-1942	1943-1960	1961-1981*	1982-2003

\*Some break down Generation X: 1961-1977

Source: William Strauss and Neil Howe Research



## Is Everything "Working?"



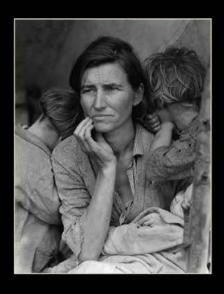


#### Is Everything "Accurate?"



You Tube









#### **Workplace Today: Silents (The Artists)**



Cohort Traits: Caring / Open - Minded / Indecisive / Due Process and Expertise; They buy it.

Learn: Passive

Appeals: Authoritarian with sense of duty and loyalty; argumentative and apologetic

Messaging: Naïve images and copy blending; emotive and rational appeals

Reaching Media: Retail promotion, print, and radio

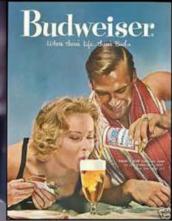
**Tech Relation: Digital Aliens** 

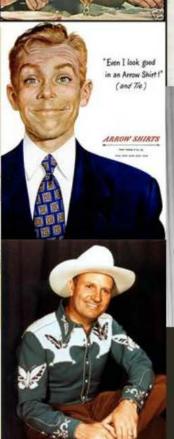
Brand View: Remains as a product identifier and a marker of trust

Slogans: Ford—"Freedom for the woman who owns a Ford."





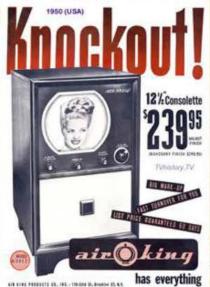






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#### The Magic Touch of Tomorrow!



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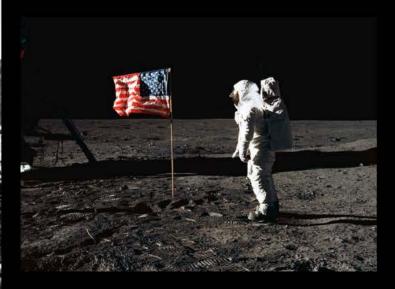
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#### Workplace Today: Boomers (The Prophets)



Cohort Traits: Free Spirited / Experimental / Social-Cause Driven / Religion; They sell it.

Learn: Formal monologue

Appeals: Rational and factual, technical data with evidence

Messaging: Product comparison, demonstration

Reaching Media: Television, print, and direct sales

**Tech Relation: Digital Immigrants** 

Brand View: Was a marker of trust, now diminishing loyalty

Slogans: Volkswagen—"A Volkswagen is never changed to make it look different, only to make it work better."



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#### **Workplace Today: GenX (The Nomads)**



Cohort Traits: Practical / Unfeeling and Uncultured / Savvy Survival and Humor; They question it.

Learn: Programmed dialogue

**Appeals: Rebellious posturing** 

Messaging: Anti-ads, visual examples, popculture references

**Reaching Media: Television and print** 

**Tech Relation: Digital Adaptives** 

**Brand View: A Philosophy** 

Slogans: Nike—"Don't insult our intelligence. Tell us what it is, tell us what it does, and don't play the national anthem while you do it." and "I am not a target market, I am an athlete."



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#### **Workplace Today: Millennials (The Heroes)**



Cohort Traits: Selfless / Unreflective / Mechanistic / Collective Success; They protest it.

Learn: Interactive, multi-modal

Appeals: Spontaneous, multi-sensory and participatory

Messaging: Experiential marketing vis-à-vis viral, ambient, stunt; web communities with user-generated content (i.e., YouTube, Facebook, etc.)

**Reaching Media: Internet and SMS** 

**Tech Relation: Digital Natives** 

**Brand View: A Community** 

Slogans: YouTube-"Broadcast Yourself"





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#### **Workplace Tomorrow**

SILENT MILLENNIAL **ALWAYS ON** INTERNET BOOMER **GEN X** (GEN ALPHA) (GEN Y) (GEN Z) **ARTISTS** NOMADS **ARTISTS PROPHETS HEROES PROPHETS** 1925-1942 1943-1960 1961-1981 1982-2003 2004-2025 2025-2050 **ESTIMATED ESTIMATED** 

Source: William Strauss and Neil Howe Research

Key Drivers
 Characteristics
 Legacy of Next Generations
 Preferences

WHAT'S NEXT?





# Workplace Tomorrow: Internet Generation / Gen Z (The Artists) (Est. 2004-2025)



Cohort Traits: Strong Relationships / Passionate Meaningful Work / Driven by World / Does Not Have Boundaries; They accept it.

Learn: Intuitive and experiential; remote for distance learning via Internet

Appeals: Nostalgia for bygone days; participatory

Messaging: Inclusive communities; freedoms of pursuit; no privacy

Reaching Media: Social Media, Pinterest, and more

**Tech Relation: Digital Inventors** 

Brand View: Reinventive quality, craftsmanship; creative





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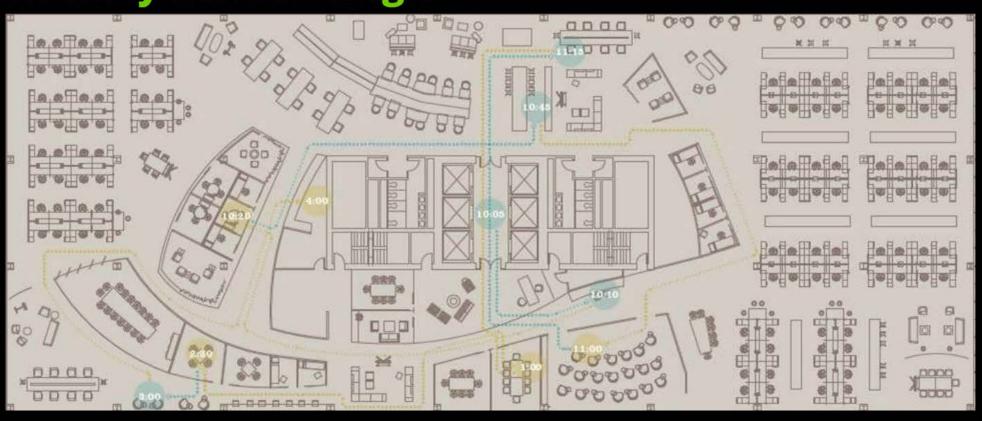
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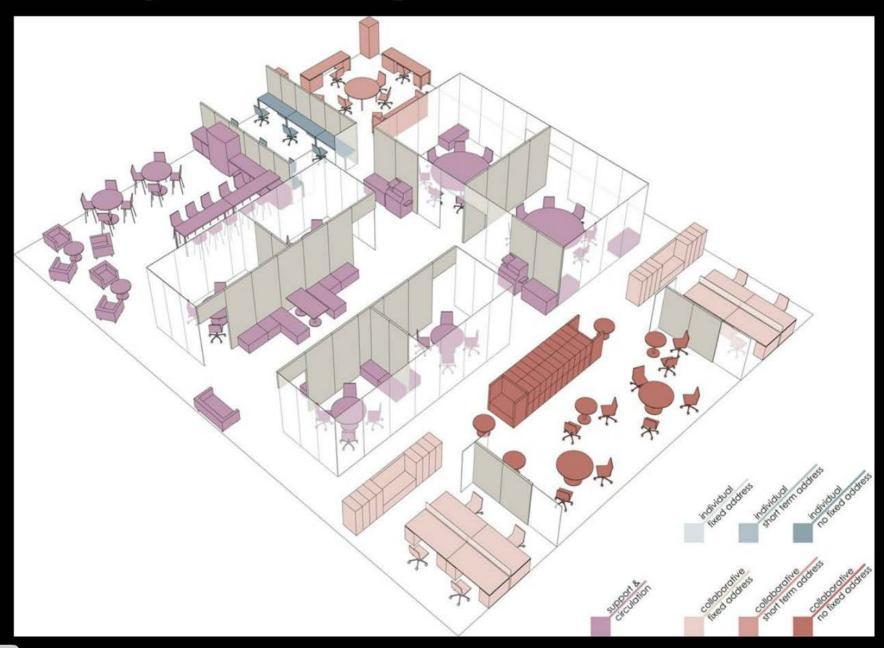


**Activity-Based Design** 





# **Activity-Based Design**





# Workplace Tomorrow: Always On / Gen Alpha or Gen AO (The Next Prophets) (Est. 2025-2050)

**Cohort Traits:** Free Spirited / Experimental / Social Cause Driven / Distrust of Government

- Expected to work longer
- Have average of five careers
- Have average 20 different employers

Source: McCrindle Research



# What's Changing Now?

- "JOB SCULPTING"
- Luring moms back
- Customized jobs, niche inventing
- PERKS OF HOME and/or TAILORED BENEFITS
- At Google, three free meals a day
- · Benefits a-la-cart
- UNLIMITED TIME OFF
- At Best Buy, work when you want
- Cost savings... doing away with timesheets
- HEALTH
- At Whole Foods, a healthy BMI gets better discount





# Misconceptions: Life Stage vs. Generational

- Technology: Willingness to text on weekend
- Personal Property: Owning a car
- Home: Choosing where you live
- · Beliefs: Politics and faith



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### **Strategizing for What's to Come**

· Driving · leopard

- Driving profit margins
- Jeopardizing efficiency
- · Placing business first, vacation later
- Outsourcing and mass producing

Ahead

- Becoming diversified
- Opening platforms, highly specialized education
- · Thinking long term
- Putting life first



#### TIME ZONES

ZONE 1: 2010-2015

ZONE 2: 2015-2020

ZONE 3: 2020-2025

ZONE 4: 2025-2035

ZONE 5: 2035-2050

#### Notes on time travel

This map is a broad representation of some of the trends and technologies currently wishle becomessed under up rained out at assessor's and transfers should check to see whether loses are still openble before commercing any journeys. Helpful suggestions concerning new toutes and excursions are plante aricone.

If you wish to travel outside of Zone 1 you are advised to bring comby abose and a camera. Travellers are also admired to bring their own supplies of food and water although weapons are unnecessary if you keep to we trodden paths. Also note that travel into Zone 5 is not available for people aged over 75 years of age.

#### A3 and A2 Prints of this map

full colour prints of this map are available to anyone that sales nicely. A small charge is levied to cover print and postage costs only Centact < nehard@nowardneet.com > storing whether you'd like A3 or A2 one and saving which southry the was in to be delivered to Delivery is possible to according in the world Attematively, just print this out yourself (43 minimum recommanded)

#### Sourced

Material for this may had been assured from a number of publications including future files and What's Saut



www.futuretrendsbook.com

#### What's N

#### Acknowledgements

This map was conceived and prested by Richard Water at Newsocker.com with some help from Benjamin Frazer at Snap. Also thanks to Oliver Freeman, Mike Jackson and Scott Monte.

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A roadmap for the exploration of current & future trends (+ some predictions to stir things up. More at nowandnext.com)

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theate in the

off (again)

Men behaving like won Ageing Where haved therapy Customer service avators AFO Small novigences. Third spaces

Diff to incodedpe intensive industries

Longr dimming characterist

50% of stobal energy requirements still met by oil booking.

Rin-fluit torings

Generational conduct in the workstace

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Fragrance cartridges

Otringent laws requiring high levels of recyclability in all products

Water labeling

twenton is E0.2 From states water fo biller arts as living under double digit infation with the Booker shortages in Prize aged-care sector Move to global pricing Offer mi Bluring of sectors - Densory excles Pensions funding orig Globalisation Anxiety

Personal neur

Umanitural divide um of private Device convergence ( Localism Increscion interest rates Pesa Urani Stored value card Identify theft Digital minural Debt Decine in real wages. Mind control toys. Personalisation Health & safety hyster Seniors outsources

Average (fespan 100 years in fertility rates ves 20 Volatility Heathcare rationing Desupervised adults Home two holiday trut can judge emo Individualism Concents

Digitalisation Physical newspapers become busing fema Hear extinction of quality learnalism Growth in pussencer numbers

**Power shift** 

Eastwards

n Sustainability Fair trade

Computers with moving parts Screen dead tens

District Notice to brands Sex X start to suffice their offspring Furrices phone Wearable computers

services more distributed and No more anonymous email adds (one email address per person) Sichal micration drift to warming parts of

the northern hemisphere vidual energy/carbon monitoring leads to allowances white Kernel costing based on system akin to persona

Creation of Department of alcohol, firearms, soft drinks and confectionary

(mandatory health warnings on all alcohol, jurit food and candy)

▲ Commodity price spikes

A Raw materials shortages

▲ Nuclear terrorism

▲ Internet benoments

▲ Mass migration of population

▲ Electricity shortsoes

Front Str

A Repid increase in cyber crime

▲ Critical infrastructura attack

▲ Rogue stakeholder A WMD Problemation

▲ Green energy bubble

er investmen with COT & ST rains

Optimizer about the future

▲ Genetic terrorism

A College of US doller ▲ Global supply chain disruption

Micro-scale health-bots

A Terrorist attack on urban water supply

End of low-cost inputs

Most people have 2+ calent

Dills shirtages bite

Communication tree resorts

HT% of plottal population now obese

▲ US/China conflict

Average car now 50% of weight of 2010 model managem

Environmental

change

regalism inflighting. 3-notwell accompanies, included an exemple of

rolidays at home packages

▲ Israel/Iran conflict

A Risnbonol & link to cancer

▲ Geographical expansion of Russia A Major earthquake in mega city

Bu-dienti

▲ Global pendemic

enicles bought for technology upgrades rather than model changes

Self-repairing roads.

▲ Conflict with North Korea

Offices faced with small vehicle lanes separate from road system

▲ Political disintegration of Saudi Arabia ▲ Systemic failure of financial system

A Fundamentalist takeover in Pakistan

▲ Middle class revolution

▲ Major nano-tech accident ▲ Collapse of China ▲ Space weather disruption to comms

contributors to plobal GDP

A Mobile shone link to cancer A Alipos visit parth

A Return of the Messish



A People taking trend maps too senously

LEGEND

3. Exercise for rew materials

4. Science & technology

5. Haaltheers & Madicine

S. Retail & leigura

7. The Economy

10, Food & driek

11. Transport

12. Traval & teorism

13. Home & family

14. IT is tolocommo

15. Nows & Media

16. Work & Business

Mega trend

Prediction

Poor visibility

- - - High-speed link

Partial ruin

**Bangerous** currents

Trend

0

8. Financial services

Environment & Climate

2. Googalities

First chief born in space

lengte unie to record eve

Flastic bridge

All add now

All televised sport

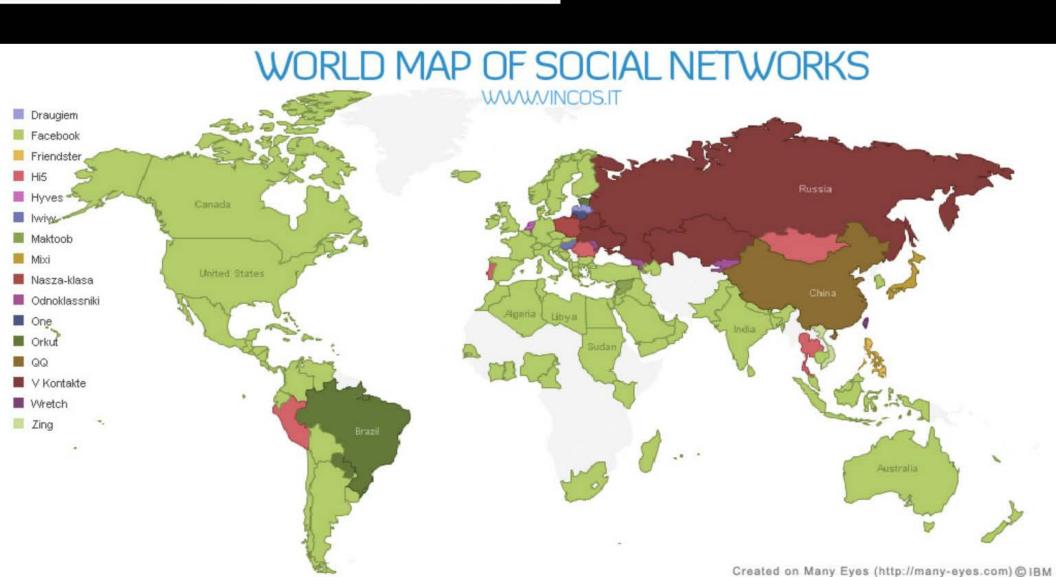
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# **Credits & Acknowledgements**

"The ABC of XYZ: Understanding the Global Generations" By: Mark McCrindle © 2010

"The Brand Gap" By: Marty Neumeier ©2005

"Change By Design" By: Tom Kelly ©2009

"Design Thinking: Integrating Innovation, Customer Experience, and Brand Value" By: Thomas Lockwood ©2010

"The Fourth Turning" By: William Strauss and Neil Howe ©1997

Harvard Business Review July-August 2007: "The Next 20 Years: How Customer and Workforce Attitudes will Evolve" By Neil Howe and William Strauss

Now and Next "Trends and Technology Timeline" By: Richard Watson ©2009

"The Rise of the Creative Class" By: Richard Florida ©2002

**US Bureau of Labor Statistics** 



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